



COMMISSION NEWS

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ONLINE INVESTORS GET 10 TIPS FROM STATE SECURITIES DIVISION

PHOENIX – The Securities Division of the Arizona Corporation Commission is publishing a list of tips to help online investors choose a brokerage service. Some 200 securities firms offer online brokerage services and there are an estimated 10 million-plus online accounts. Online firms are spending hundreds of millions of dollars on advertising to attract new customers, many of whom are new to investing and the stock market.

“Investors need to understand the reliability history, ease of trading and speed at which trades can be executed before they choose a service,” said Mark Sendrow, director of the Commission’s Securities Division. “Investors should also receive clear information on the costs of making different types of trades.”

The Securities Division and the North American Securities Administrators Association (NASAA), which represents state and provincial securities regulators in the U.S., Canada and Mexico, developed “10 Tips for Online Investors” to educate investors and help them choose the best online service for their investing habits.

“Online trading represents a radical change in the relationship between brokerages and their customers,” said Sendrow. “These 10 tips lay out some of what investors should expect in this new relationship.”

Online investing was the subject of recent studies by the New York State Attorney General and the U.S. Securities and Exchange Commission. The New York report for example, highlighted a number of complaints lodged by online investors, from delayed execution of orders to slow response times, inadequate customer support and possibly misleading advertising claims. It can

be found on the web at www.oag.state.ny.us/investors/1999_online_brokers/brokers.html.

Arizona's three Commissioners, Chairman Kunasek and Commissioners Irvin and Mundell, support aggressive investor education so that investors do not fall prey to frauds or make mistakes due to a lack of knowledge. The following tips are part of the Commission's ongoing investor education program. Additional information is available by calling the Division at 602-542-4242 or toll free at 877-811-3878. Helpful information is also available on the Internet at www.ccsd.cc.state.az.us.

When You Invest Online, Be Sure To:

1. Receive full disclosure, prior to opening your account, about the alternatives for buying and selling securities and how to obtain account information if you cannot access the firm's Web site.
2. Understand that most likely you are not linked directly to the market, and that the click of your mouse does not instantly execute the trade.
3. Receive information from the firm to substantiate any advertised claims concerning the ease and speed of online trading.
4. Receive information from the firm about significant Web site outages, delays and other interruptions to securities trading and account access.
5. Obtain information before trading about entering and canceling orders (market, limit and stop loss), and the details and risks of margin accounts (borrowing to buy stocks).
6. Determine whether you are receiving delayed or real-time stock quotes and when your account information was last updated.
7. Review the firm's privacy and web site security policies and whether your name may be used for mailing lists or other promotional activities by the firm or any other party.
8. Receive clear information about sales commissions and fees and conditions that apply to any advertised discount on commissions.
9. Know how to, and if necessary, contact a customer service representative with your concerns and request prompt attention and fair consideration.
10. Contact the Arizona Corporation Commission's Securities Division to (1) verify the registration/licensing status and disciplinary history of the online brokerage firm, or (2) file a complaint, if appropriate.

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